

南開科技大學 112學年度入學 管理學院行銷與流通管理系 日間部四技 課程總表
Nankai University of Technology Course Catalog for the 112th Academic Year, College of Management, Department of Marketing and Logistics Management, Daytime Division, Four-Year Program

類別 class		一年級(112) First Year				二年級(113) Second Year				三年級(114) Third Year				四年級(115) Fourth year											
		科目 Subjects		一上 AY(1) Fall		一下 AY(1) Spring		科目 Subjects		二上 AY(2) Fall		二下 AY(2) Spring		科目 Subjects		三上 AY(3) Fall		三下 AY(3) Spring		科目 科目		四上 AY(4) Fall		四下 AY(4) Spring	
				學分 Credits	時數 Credit Hours	學分 Credits	時數 Credit Hours			學分 Credits	時數 Credit Hours	學分 Credits	時數 Credit Hours			學分 Credits	時數 Credit Hours	學分 Credits	時數 Credit Hours			學分 Credits	時數 Credit Hours		
基本能力課程 Core Capabilities Courses		英文(一)(二) English(1)(2)	2	2	2	2	職場英語 Workplace English			2	2														
		中國文學欣賞與習作(一)(二) Appreciation and Practice of Chinese Literature(1)(2)	2	2	2	2																			
		服務學習(一)(二) Service Learning(1)(2)	0	1	0	1																			
		體育(一)(二) Physical Education (1)(2)	2	2	2	2																			
		勞作教育(一)(二) Labor Education(1)(2)	0	1	0	1																			
		小計 Subtotal Credits	6	8	6	8	小計 Subtotal Credits			2	2														
分類通識 General Education Requirements		○ 資訊科技 ○ Information Technology	2	2			○ 性別平權與社會關懷 ○ Gender Equality and Social Care	2	2			○ 分類通識微學分(一)(二) ○ General Education (1)(2)	1	*	1	*									
		○ 禮節與倫理 ○ Etiquette and Ethics	2	2			○ 身心健康 ○ Physical and Mental Health			2	2														
		○ 國際視野與永續發展 ○ International Perspective and Sustainable Development			2	2																			
		○ 人文素養 ○ Humanities Literacy			2	2																			
		小計 Subtotal Credits	4	4	4	4	小計 Subtotal Credits	2	2	2	2	小計 Subtotal Credits	1	0	1	0									
系專業必修 Departmental Required Courses		行銷管理 Marketing Management	3	3			零售管理 Retailing Management	3	3			行銷研究 Marketing Research	3	3			實務專題(一) Practical Topics (1)	2	3						
		流通概論 Introduction to Distribution Management			3	3	服務行銷 Services Marketing	3	3			行銷企劃實務 Pratice of Marketing Planning	3	3			實務專題(二) Practical Topics (2)			2	3				
							門市與服務管理 Store Service Management			3	3	連鎖與加盟管理 Chain Store and Franchise Management	3	3											
							消費者行為 Consumer Behavior			3	3	學期實習(一) Semester Internship(1)			9	*									
		小計 Subtotal Credits	3	3	3	3	小計 Subtotal Credits	6	6	6	6	小計 Subtotal Credits	9	9	9	0	小計 Subtotal Credits	2	3	2	3				
專業選修 Departmental Elective Courses	行銷企劃模組 Marketing Planning Modules	創意思考與設計 Creative Thinking and Design			2	2	定價策略 Pricing Strategy	3	3			無店鋪行銷 Marketing of Non-store	3	3			地方特色行銷講座 Marketing of Local Industry Characteristics	2	2						
		商品管理 Commodity Management			3	3	商圈調查與展店規劃 Business District Planning and Development	3	3			賣場陳列與佈置 Store Facility Planning and Management	3	3			餐旅行銷 Hospitality Marketing	2	2						
		品牌管理 Brand Management			3	3	行銷專業證照 The Certificate of Professional Marketing	2	2			商店規劃設計 Store Planning	3	3			行動商務 Mobile Commerce	3	3						
		觀光休閒概論 Introduction to Tourism and Leisure	3	3			商業攝影 Commercial Photography	3	3			競爭策略 Competitive Strategy	2	2			國際行銷 International Marketing	3	3						
							觀光行銷 Tourism Marketing			3	3	網路行銷 Internet Marketing	3	3			行銷個案分析 Marketing Cases Study	3	3						
							廣告與促銷設計 Advertising and Promotional Design			3	3						網紅與社群行銷 VoiceTube Blog and social marketing			3	3				
							行銷多媒體應用 Multimedia Applications for Marketing			3	3						創業管理 Entrepreneurial Management			3	3				
							通路管理 Channel Management			3	3						職涯發展與自我行銷 Career development and self-promotion			2	2				
																	行銷模擬決策 Marketing Simulation Strategy			3	3				
	流通管理模組 Logistics management Modules	電子商務 Electronic Commerce	3	3			會展管理 International MICE Industry Management	3	3			流通情報分析 Distribution Information Survey	3	3			供應鏈管理 Supply chain management	3	3						
		計算機程式與應用 Computer Programming and Application	3	3			顧客關係管理 Customer Relationship Management			3	3	門市服務專業證照 The Certificate of Store Service	2	2			電商平台經營策略 Business strategy of E-commerce platform	2	2						
		流通法規 Regulation of Distribution	2	2								採購管理 Purchase management	2	2			全球運籌管理 Global Logistic Management	3	3						
												倉儲與運輸管理 Materials and Warehouse Management	2	2			地方特產流通講座 Local Specialty Circulation Lecture			2	2				
																	作業管理 Operations Management			3	3				
																	企業實務講座 Lecture of enterprise			2	2				
																	專案管理 Project Management			3	3				
	其他管理 Other	資訊專業證照 The Certificate of Information	2	2			統計學 Statistics	3	3			商業禮儀 Business Etiquette	2	2			學期實習(二) Semester Internship(2)	9	*						
		會計學 Accounting			3	3	服務品質管理 Service Quality Management			2	2	商業英文 Business English	2	2			統計軟體應用 Statistical Software Applications	2	2						
		經濟學 Economics			3	3	創業與財務規劃 Entrepreneurship and Financial Planning			2	2	財務管理 Financial Management	3	3			投資理財規劃 Investment and Personal Financial Planning			3	3				

	Management	基礎攝影 Basic Photography			2	2									學期實習(三) Semester Internship(3)			9	*	
		人力資源管理 Human Resource Management			2	2														
		小計 Subtotal Credits	8	8	8	8	小計 Subtotal Credits	11	11	11	11	小計 Subtotal Credits	8	8		小計 Subtotal Credits	7	7	7	7
其他選修 Other Elective Courses	全民國防教育軍事訓練(一)(二) National Defense Educaiton (1)(2)	2	2	2	2	全民國防教育軍事訓練(三)(五) National Defense Educaiton (3)(5)	2	2	2	2	英檢證照實務 English Proficiency Test Preparation	0	2	0	2					
	大學社會責任 University Social Responsibility			2	2	運動(項目) Sports(Item)	2	2	2	2	生命教育 Life Education	2	2							
						智慧財產權 Intellectual Property Rights	2	2			實用日語 Practical Japanese	2	2							
						實用英語 Practical English			2	2	職涯分析與發展 Analysis of Career Development	1	1							
						人工智慧與物聯網概論 Introduction of AI and IoT			2	2										
	小計 Subtotal Credits	2	2	4	4	小計 Subtotal Credits	6	6	8	8	小計 Subtotal Credits	5	7	0	2					
	合計 Total Credits	21	23	21	23	合計 Total Credits	19	19	21	21	合計 Total Credits	18	17	10	0	合計 Total Credits	9	10	9	10

附註：
Note:
1.表112學年度日間部四技入學新生適用。
1.This curriculum is applicable to students of Daytime Division of the four-year technical program admitted for the academic year 2023.
2.最低畢業總學分為128學分，其中基本能力課程必修14學分、分額通識課程必修12學分、專業必修40學分，其餘62學分為選修學分。非本系所開科目及非院共同選修科目之選修學分數，至多承認16學分為畢業學分。
2.The minimum credits for graduation is 128. This includes 26 credits courses required by the university courses, “40” credits for department required courses, and the remaining “62” credits for elective credits. A maximum of 16 credits of elective credits from non-departmental and non-college elective courses will be recognized as graduation credits.
3.分額通識課程中「○」只需修習12學分，超出學分可認列為其他選修。分額通識微學分(一)(二)，學時為「*」詳見本校微學分課程實施要點。修讀微學分課程累計達 20 小時，列計為1學分。
3.A total of 12 credits must be taken for “○” credits of categorized general education courses are required, and any excess credits may be recognized as other electives. For categorized general education micro-credits (I)(II), the instruction hours are denoted by '*'. Please refer to the specific guidelines for micro-credits courses at the university. For every accumulation of 20 instruction hours in micro-credits courses, it will be counted as 1 credit.
4.「管理學」(2學分)、「產業經營概論」(2學分)、「創業與財務規劃」(2學分)、「Python與資料分析」(2學分)等4個科目為本學院共同科目。本系學生上述4個科目均為必修，部分科目須至院內地系修課，修習及格之科目，列計為畢業選修學分。
4. The subjects 'Management' (2 credits), 'Introduction to Industrial Management' (2 credits), 'Entrepreneurship and Financial Planning' (2 credits), and 'Python and Data Analysis' (2 credits) are common subjects within the college. Students in this department are required to take all four of these subjects. Some subjects may need to be taken in other departments within the college. Successfully completing and passing these subjects will be counted as elective credits for graduation."
5.可至外系修讀相關課程。選讀外系課程需經本系主任與修讀外系課程主任同意。
5.Taking related courses offered by other departments is subject to approval by the department chair and the chairs of departments whose courses are selected.
6.校外實習類課程，學時為「*」(暑期實習、產業實習、學期實習、海外實習及其他校外實習型態)詳見本校學生校外實習辦法。校外實習類課程總學分數至多採認18學分為畢業學分，超過18學分時，其超過部分不認列為畢業學分。
6.Off-Campus Internship-Related Courses (Summer Internship, Enterprise Internship, Semester-Based Internship, Overseas Internship, and other off-campus internship types) will be counted as 18 graduation credits. The excess will not be recognized.
7. IEEE：I(Information)-資訊應用能力(系科)； E(Expertise)-專業應用能力(系科)； E(English)-英語應用能力(外語中心)； E(Ethics)-倫理素養(系科)。畢業前必須符合本系訂定IEEE學生基本能力指標之要求。
7.IEEE includes I (Information)- Information Application Competence (Department); E (Expertise) - Professional Application Competence (Department); E (English) - English Language Application Competence (Foreign Language Center); E (Ethics) - Ethical Competence (Department). Before graduation, students must meet the requirements of the IEEE Student Competence Index set by the department.
8.學生選修全民國防軍事訓練為其他選修的學分數，系科最多採計4學分為畢業學分。
8. Students who choose to take National Defense Military Training course as other elective credits can count a maximum of 4 credits for graduation in their department.
9.學生選修運動(項目)為其他選修的學分數，系科最多採計2學分為畢業學分。
9. Students who choose to take sports (specific items) course as other elective credits can count a maximum of 2 credits for graduation in their department.
10.本表業經系課程委員會(112.03.23)、學院課程委員會(112.03.28)、校課程委員會 (112.04.11)審議通過。
10. This curriculum list has been reviewed and approved by the Department Curriculum Committee (2023.03.23), College Curriculum Committee (2023.03.28), and University Curriculum Committee (2023.04.11).